



# The Americas Update

March 2005

## **Business Opportunities**

### **Bolivia**

**Industry:** Health Technologies

**Sector:** Dental Material & Surgical Medical Material

Bolivia's Private Banks Health Insurance has announced an open tender for the purchase of medicines, dental material, and surgical medical material. Specification and other technical data may be obtained by [clicking here](#).

### **Bolivia**

**Industry:** Construction, Building, Heavy Equipment

**Sector:** Elevator Installation

The United Nations Development Program has announced an open tender for the purchase and installation of two elevators in the new construction of the Ministry of Peasants and Agricultural Affairs. In order to purchase the tender specifications and technical data, potential bidders must deposit US \$ 85 in the Banco Mercantil account. For more information about this project or to obtain specifications and other technical data, [click here](#).

### **Brazil**

**Industry:** Information and Communication

**Sector:** Computer Services/ Computer Software

According to a recent research, IT and telecom spending in the Latin America region could increase by 8.9% in 2005 to US\$134 billion, compared to an estimated level of spending of US\$123 billion in 2004. For more information, [visit the market research report](#).

### **Brazil**

**Industry:** Aviation

**Sector:** Air Cargo transportation

Air cargo is the fastest growing segment of the aviation market, registering more than 50% growth rates over the prior four years. Electronic, aircraft parts, and automobile components, and parts have contributed significantly to the growth of the air cargo market in Brazil. Due to the extensive expansion programs for Brazil's airport network, there is a need to import state-

of-the-art technology and equipment. For more information, [visit the market research report](#).

### **Brazil**

**Industry:** Cosmetics, Toiletries, and Fragrances (CT&F)

**Sector:** Cosmetics

The Brazilian CT&F industry has recorded an average compound growth rate of 6.5% in the last 5 years. Several factors, including a growing participation of Brazilian women in the job market and greater life expectancy, have contributed to growth in this industry. For more information, [visit the market research report](#).

### **Canada**

**Industry:** Construction/Building/Heavy Equipment

**Sector:** Brownfield

According to the National Roundtable on the Environment and the Economy (NRTEE) there may be as many as 30,000 Brownfield sites in Canada. Brownfields include decommissioned refineries, former railway yards, old waterfronts riverbanks, crumbling warehouses, abandoned gas stations, commercial properties where toxic substance may have been used or stored, along with untapped opportunity to revitalize older neighborhoods and generate wealth for the communities. The experience of the US Brownfields industry is ahead of Canada by 5 –7 years and is in an excellent position to participate in the Canadian Brownfield market. For more information, [click here](#).

### **Canada**

**Industry:** Security & Safety

**Sector:** Security Products & Technology

Canada's security market was valued at approximately US\$1.5 billion in 2004, with a forecasted growth potential of 22%-25% through 2005. Stemming from heightened security concerns and the relative superiority of American-made security-goods, the Canadian government and private businesses are looking to develop procurement partnerships with emerging US security firms. For more information about this opportunity, [click here](#).

U.S. Export Assistance Center

8235 Forsyth Blvd., Suite 520, St. Louis, Missouri 63105

Tel: (314) 425-3302 | Fax: (314) 425-3381 | [WWW.EXPORT.GOV](http://WWW.EXPORT.GOV)

## Haiti

**Industry:** Telecommunications

**Sector:** Cellular Phones

The Haitian telecommunication sector is a promising potential area of investment. US companies have traditionally played a major role in Haiti through their direct presence in the market or through joint ventures with Haitian companies. Three cellular phone companies are active in Haiti, but the providers of the systems are becoming obsolete. To learn more about this market, [click here for the research report](#).

## Mexico

**Industry:** Environmental Technologies

**Sector:** Potable Water Equipment & Service

[This Market Report](#) examines the market for equipment and services for the potable water industry, including equipment and services to treat, distribute, and measure the consumption of potable water for the urban and agriculture sectors. The total market is expected to grow in the 6.5% range from 2005 – 2006. Customers in the potable water industry are demanding uniform quality control, compliance with international standards, productivity, lower production costs, just-in-time deliveries, and above all, reliable local service and maintenance programs.

## Mexico

**Industry:** Environmental Technologies

**Sector:** Desalination Equipment & Service

The total market in 2004 for desalination equipment and services was US \$ 298.0 million. It is expected that the total market will increase to US \$ 325.1 million by the end of 2005. This market includes equipment and services to extract and treat seawater for consumption in urban and agriculture sectors. To learn more about this industry, [visit the report](#).

## Venezuela

**Industry:** Graphic Arts

**Sector:** Graphic Arts & Printing Equipment

The inexpensive US dollar has created special opportunities in the vibrant Venezuelan graphic arts sector for US exporters. The US exporter's comparative advantages in certain sub-sectors within the industry, Venezuelan dependence upon imported equipment, and the currency advantage combine to make Venezuela an attractive market for US exporters. Printing machines, equipment used for typesetting and production, and most raw materials and consumables are almost always imported. For more information, [click here](#).

## Venezuela

**Industry:** Construction/ Building

**Sector:** Mass transit system

A preliminary budget of about US \$200 million reportedly has been approved for a new rapid mass transit system between Los Teques and Caracas. The system is to consist of seven trains of three cars each, be electricity powered, and travel over 9.5 kilometers of rails. Tenders are to be opened for the construction, the rails, the trains, the power infrastructure, signaling systems, ventilation for the tunnels, fire protection equipment, maintenance equipment, and ticketing systems. For more information, [visit the report](#).

## Trade Events

### Brazil

**Industry:** Telecommunications

**Teleexpo Wireless 2005**

Teleexpo Wireless is focused in the wireless industry. It covers technology, infrastructure for mobile communication, terminals corporate services systems integration, and all convergent technologies. This event will be held in São Paulo, Brazil on September 1, 2005. To obtain more information, [click here](#).

**Industry:** Beauty

**Cosmoprof Cosmética '05**

Maintaining its undisputed position as the largest trade fair of the beauty industry in Latin America and the second largest in the world, Cosmoprof Cosmética will be held September 15, 2005- September 18, 2005 in São Paulo, Brazil. Taking place simultaneously will be Cosmoprof Cosmética International Scientific Congress on Aesthetics, a renowned international scientific event and the Hair & Beauty Show, the center stage for hairdressers, make-up artists and beauticians. For more information, [click here](#).

### Canada

**Industries:** Automotive Parts/ Service Equipment, Building Products, Construction Equipment, Computer Software/Services, Medical Equipment, Mining, and Plastics Materials/ Resin

**Explore BC**

British Columbia is the United States' 6<sup>th</sup> largest trading partner and this event allows US companies to meet with pre-screen agents, distributors, and strategic alliance partners in their industry. This opportunity to explore international sales opportunities in Canada and the Pacific Rim will take place in Vancouver, Canada from June 7, 2005 – June 8, 2005. For more information, [click here](#).

U.S. Export Assistance Center

8235 Forsyth Blvd., Suite 520, St. Louis, Missouri 63105

Tel: (314) 425-3302 | Fax: (314) 425-3381 | [WWW.EXPORT.GOV](http://WWW.EXPORT.GOV)

## **Chile**

### **Industry: Retail**

#### **Expo Retail 2005**

This trade fair includes the following shows at the same time, date and place: Logisti-K 2005, Supermercados 2005, Expoalimenta 2005, Retail Tech 2005, Pop 2005, Expo Sign 2005, H+G 2005 and E+E Chile 2005. These shows will be held from October 11, 2005 through October 14, 2005 in Santiago, Chile. For more information about these various events, please contact [Mary Lou Lathrop](#).

## **Mexico**

### **Industries: Processing / Packaging Equipment**

#### **WEBEX – “Selling your Food-Processing Equipment in Mexico”**

WEBEX will be held in Mexico City and Guadalajara, Mexico on July 13, 2005. This session will offer food-processing opportunities in Mexico in Mexico City and Guadalajara as well to get two major food processing companies with expected participation of 15 US companies. For more information, please [click here](#).

## **Peru**

### **Industries: Construction Equipment/ Mining/ Renewable Energy Equipment**

#### **EXTEMIN 2005**

Extemin, the premier Mining Trade Show for the entire region, will be held September 12, 2005 through September 16, 2005, in Arequipa, Peru. Peru's Minister of Mining invites his counterparts from the hemisphere to attend the trade event to show products, and for in-depth discussions about the continent's mining potential and to inspect the latest technology on display. Extemin has grown into an international event with over 200 exhibitors and 12,000 buyers and attendees. For more information, [visit the homepage](#).

## **The United States**

### **Industry: Banking**

#### **Open the Banks**

Open the Banks: A conference on providing solutions and creating opportunities for US Companies at the Multilateral Development Banks (MDB). This event will be held on April 25, 2005 at the Department of Commerce in Washington, D.C. Every year, extremely lucrative projects, and consulting and procurement opportunities worth billions of dollars are generated by multilateral development bank. Every year, these banks extend \$40 – \$50 billion in loans, grants, and

investments to the public and private sectors for economics and social development. To register for this event, [click here!](#)

### **Industry: Food Packaging / Processing**

#### **The Food Processing Expo 2005 & Pack Expo Las Vegas 2005**

This conference program will feature unique interactive programs that encourage networking and information sharing. The show, which has been selected to participate in the 2006 International Buyer Program, will be held September 26-28, 2005 in Las Vegas, Nevada. For more information, [visit the interactive website](#).

### **Industry: Home Healthcare**

#### **Medtrade 2005**

Medtrade will be held in Atlanta, Georgia from October 17, 2005 until October 20, 2005, provides revolutionary products, trends, and techniques that are shaking the future of home healthcare. This premier event, which draws over 21,000 industry professionals, offers everything from rehab/mobility and respiratory/sleep equipment to billing systems and store display solutions. For more information, [click here](#).

## **Useful Websites**

### **[Obtaining Trademarks Abroad](#)**

Madrid Protocol streamlines the process for US trademark owners wishing to obtain trademark protection in other countries. By filing one international trademark application with the US Patent and Trademark Office (USPTO), US applicants can concurrently seek protection in up to 66 countries.

### **[Registering Copyrights Abroad](#)**

Although most countries do not require copyright registration in order to enjoy copyright protection, registration can offer several benefits, such as proof of ownership.

### **[Stop Fraud](#)**

Office of the Comptroller of the Currency presents a guide to reducing losses due to check fraud. This is a great information source to learn about fraud schemes and prevention.

### **[World Intellectual Property Organization \(WIPO\)](#)**

Headquartered in Geneva, Switzerland, WIPO is one of the 16 specialized agencies of the United Nations system of organizations. It administers 23 international treaties dealing with different aspects of intellectual property protection.

U.S. Export Assistance Center

8235 Forsyth Blvd., Suite 520, St. Louis, Missouri 63105

Tel: (314) 425-3302 | Fax: (314) 425-3381 | [WWW.EXPORT.GOV](http://WWW.EXPORT.GOV)